



**WEWS**

# ORDER

Flight Dates **10/19/12-10/25/12**

Contract / Revision      **307267 /**

Original Date / Revision  
08/07/12    10/24/12

Advertiser **NRCC IE**

Agency    **National Media Inc**

Buying Contact

**815 Slaters Lane  
Alexandria, VA 22314**

Product

Issue. **NRCC IE 10.19-10.25.12**

Agency Com    15%

Billing Contact

**815 Slaters Lane  
Alexandria, VA 22314**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **2954**

Alt Order #

Billing Type          Cash

Order Type          GENERAL

Billing Cycle        EOM/EOC

Billing Calendar   BROADCAST

Demographic      A35-64

Rev Codes           POL           POL           PARTY

Product Codes    PL

Priority                P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 47400

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	23	\$40,290.00	\$47,400.00	0.00
<b>Totals</b>	<b>23</b>	<b>\$40,290.00</b>	<b>\$47,400.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/25/12	23	\$40,290.00	\$47,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/19/12	10/25/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$1,400.00	P-1	0.00	NM	7	\$9,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	2		\$1,400.00		0.00						
Week:		10/22/12	10/28/12	MTWT---	5		\$1,400.00		0.00						
N 2	WEWS	10/19/12	10/25/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	2	\$2,500.00	P-1	0.00	NM	4	\$10,000.00



WEWS

Print Date: 10/25/12

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Contract / Revision **307267** Flight Dates **10/19/12-10/25/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 10/24/12

Order Sep 00:20:00

Advertiser **NRCC IE**

Product **Issue. NRCC IE 10.19-10.25** Estimate # **2954**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	10/19/12	10/25/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	2	\$2,500.00	P-1	0.00 NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----F--	1		\$2,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/15/12-10/21/12		M-Su 630-7p WNT		630-7p	-----F----	:30		<del>(\$2,500.00)</del>		0.00 NM		
See MG 2.5,2.6,2.7 [N/A ON ENTRY]														
5	WEWS	10/19/12-10/19/12		M-Su 630-7p WNT		630-7p	-----F----	:30		<del>(\$2,500.00)</del>		0.00 NM		
Ⓜ See MG 2.8 [N/A ON ENTRY]														
6	WEWS	10/24/12-10/24/12		M-Su 630-7p WNT		630-7p	--W-----	:30		<del>(\$2,500.00)</del>		0.00 NM		
Ⓜ See MG 2.9,2.10 [na]														
7	WEWS	10/25/12-10/25/12		M-Su 630-7p WNT		630-7p	---Th-----	:30		<del>(\$2,500.00)</del>		0.00 NM		
Ⓜ See MG 2.9,2.10 [na]														
8	WEWS	10/19/12-10/19/12		M-F 5-6p News		5-6p	-----F----	:30		\$2,500.00		0.00 NM		
Ⓜ MG for 2.5 10/19														
9	WEWS	10/25/12-10/25/12		M-F 730-8P		730-8p	---Th-----	:30		\$2,600.00		0.00 NM		
Ⓜ MG for 2.6,2.7														
10	WEWS	10/25/12-10/25/12		M-F 5-6p News		5-6p	---Th-----	:30		\$2,400.00		0.00 NM		
Ⓜ MG for 2.6,2.7														
Week:		10/22/12	10/28/12	M-WT---	3		\$2,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WEWS	10/22/12-10/28/12		M-Su 630-7p WNT		630-7p	M-WTh-----	:30		<del>(\$2,500.00)</del>		0.00 NM		
See MG 2.5,2.6,2.7 [N/A ON ENTRY]														
4	WEWS	10/22/12-10/28/12		M-Su 630-7p WNT		630-7p	M-WTh-----	:30		<del>(\$2,500.00)</del>		0.00 NM		
See MG 2.5,2.6,2.7 [N/A ON ENTRY]														
N 3	WEWS	10/19/12	10/25/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,600.00	P-1	0.00 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	1		\$1,600.00		0.00					
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00					
N 4	WEWS	10/24/12	10/24/12	Wednesday Prime A Wednesday Prime A	CM	8-9p	--W----	:30	1	\$8,000.00	P-1	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--W----	1		\$8,000.00		0.00					
N 5	WEWS	10/19/12	10/25/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$750.00	P-1	0.00 NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----F--	1		\$750.00		0.00					
Week:		10/22/12	10/28/12	MTWT---	4		\$750.00		0.00					
N 6	WEWS	10/19/12	10/25/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$10,000.00	P-1	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----	0		\$0.00		0.00					
Week:		10/22/12	10/28/12	-T-----	1		\$10,000.00		0.00					
N 7	WEWS	10/19/12	10/25/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00

Contract / Revision **307267** Flight Dates **10/19/12-10/25/12**

## Hiatus Dates

Original Date / Revision 08/07/12/ 10/24/12

Order Sep 00:20:00

Advertiser **NRCC IE**

Product Issue. NRCC IE 10.19-10.25 Estimate # 2954

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WEWS	10/19/12	10/25/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	MTWT---		1				\$350.00		0.00			
N 8	WEWS	10/19/12	10/25/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	3	\$1,300.00	P-1	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	MTWT---		3				\$1,300.00		0.00			
Totals														23	\$47,400.00